

White Goods Wonders

And not a lot in anything but great quantity. Enough to go all around. Priced so as to bring the finest white fabric of the season within the limits of the most economical. Here are a few—these on the main floor:

Double width White Persian Lawn, unusually sheer and fine, some 4,700 yards, to be sold, Wash Organdy, 40 inches wide, All Fancy Sheer and Heavy White Fabrics that sold to 25c, White India Linens, the best 16c quality, 40 inches wide, Double width Soft Nainsook, the finest ever sold for 16c, Dotted Swiss that were a bargain at 12 1-2c, Heavy Skirting Duck, 25c quality, Panama Checks, near a yard wide, 16c quality, Mercerized Oxfords, 25c value,

16c to 25c Values 10c a Yard.

In addition to the above sale, you'll find Monday: Wash Organdy, imported to sell at 25c, for 15c, Usual 10c Seed Dot Swiss, 6 1-2c, India Linen, 40 inches wide, sold usually at 12 1-2c, for 8 1-2c, Finest 25c Persian Lawn, imported, 15c a yard.

Imported Fancy White Swiss—brocade designs—cost 60c, for 35c a yard, 10c Black Fold India Linen, 6c, The same Mercerized Brocade, in light weight Taffeta, you have paid 25c for, is 15c a yard, 25c pieces of English Long Cloth, 12 1-2c, 15c a piece of 12 yards.

Cases of Cotton Wash Fabrics

Every kind that this season's demand has created. The prices are halved in every direction and the choice, of styles larger than at any time this season. The stock now is up for quick selling. These on the main floor:

The Silk Organadies and other silk fabrics that sold to 75c a yard; all this season's goods, in any quantity you want for dresses, waists, etc., will be priced 25c a yard. This includes solid colors, large organy floral designs, solid color Jacquards, etc., in all this season's colorings.

Barely Snow Flake Voiles, the prettiest and lightest dress material, sold this season for 16c, are 8 1-2c, Shamrock White, Yard Wide Sulting, the handsomest linen-like sulting made for 25c, is 12 1-2c a yard, Beautiful Batiste in light color or black and white, will be 6 3-4c a yard, Thousands of yards of 40 Inch White Ground Printed India Linen for 8 3-4c a yard, Thousands of yards of Embroidered Organadies, for which you have paid

15c this season, are on sale at 9 3-4c a yard, The Best Quality English Chambrays, every color, that sold for 12 1-2c, are 6 3-4c a yard, Silk Mulls that most stores sold for 12 1-2c, in all colors, also black and white, Monday's price, 9c a yard, Heavy Double Width Linen Finished Sulting, a bargain at 15c; now closing at 12 1-2c a yard, Mercerized Shepherd Check Silk-like material, was 25c, is now 12 1-2c, All the rest of Cotton Goods will be sold at the same rate.

Tempting Embroideries, They Were

Tempting in the styles and prices. And now these thousands of yards are just in lots to close quickly. We cannot show these designs again.

EMBROIDERIES AT 7c—At this price you'll find four heaped tables, several thousand yards, among them values to 12 1-2c wholesale, SOME 2,000 YARDS of Insertings, up to 8c values, for 2c a yard, SWISS FLOUNCINGS, 27 inches wide, sold to \$1.50—the most beautiful designs—choice Monday, 50c a yard.

THOSE EMBROIDERED AND SPANGLED DRESS ROBES that we started a sale on two days ago have still some 20 robes left. THE PRICES WILL BE FROM \$10 TO \$40. Original prices were \$16.50 to \$65. Of course, this entails a considerable loss to us.

Cohen's Second Floor Garment Store

Has its squadron of bargains now. From almost every good manufacturer come the importunities just now to buy their stock. We make our own prices and simply transfer them to you, with our usual small profit, but with the safeguard that the garments are Cohen-like correct.

Come and Get a White Shirt Waist Suit

We are in the mood for selling \$5 Suits for \$2.50, \$3.50 Suits for \$1.87, \$5.50 Suits for \$3, \$1.50 Wrappers to be sold for \$1, Colored Shirt Waist Suits: \$2.50 and \$2.75 were the best prices; now \$1.50, NEAR 500 WHITE SHIRTS, which you cannot make at home under \$2.25, for \$1.10 each, \$2.25 White Shirts to be sold for \$1.30, Real Linen Shirts, sold as high as \$5, choice, \$1.50, All the Mohair, Worsted, Brilliantine, Panama, Voile and other Skirts, that

sold up to \$9; choice Monday, \$5 each, Any Silk Suit in the house now for half price and less; \$10 for \$2.50 Suits, Bathing Suits, were \$5, are \$3, \$3.50 Bathing Suits for \$2, ALL THE CHILDREN'S DRESSES that sold to 60c will be 30c each; those that were up to \$6.50 will be \$3.50; the \$1.25 to \$2 ones for \$1, colors or white, All our Silk, Crepe and other Kimonos will be at similar reductions; prices start at 20c.

Hundreds of Shirt Waists

and they must be sold at once.

You know what the White Lawn \$1 Waists are, the best ever sold for that price, all sizes yet—Monday 50c.

Some were 75c and \$1, are 25c and 35c, \$1.50 and \$2.25 White Waists to sell for 90c.

All the Waists you see anywhere up to \$4 you can come here Monday and buy for \$1.25 each.

Never Such a Feast of Muslin Underwear

Because there was never such a stock on hand in July. Every garment is of the most superior kind, but Cohen's does not hold on to merchandise.

SPECIAL PRICE 50c—Will include Gowns that were to 80c; Drawers that were to 75c; Skirts and Corset Covers that were to 80c; hundreds of garments in the lot.

SPECIAL PRICE 50c—Will include Lace Skirts that were \$1.50; Gowns that were \$1.65; and Drawers that were \$1.19.

SPECIAL PRICE \$1.50—Any Gown that have sold to \$2.25; any Skirt that we have sold to \$2.50; any fancy Skirt Chemise that has sold to \$2.50.

SOME 500 CORSET COVERS, made to order for Cohen's; prices were \$1.19 to \$2.25; the prices are 75c to \$1.25.

500 CORSET COVERS, the best 30c and 60c values ever shown; the choice is 25c each.

Regular 60c and 80c Drawers and Skirts will be 30c.

There are hundreds of other prices that we have marked to close the season.

JULY IS COHEN'S MONTH FOR SALES

It is Cohen's and other merchants', as well as the manufacturers', month for unloading. We buy and sell as no other house in Richmond. The evidence is the merchandise that now fills the whole of this great store from the basement to the fourth floor with **MERCHANDISE AT A HALF GIFT**: our own, and all the rest of the underpriced goods that chance and opportunity can bring.

COME TO THE STORE MONDAY. It will be the economy day of all the year.

The Infants Are Wanted Again

Corded Work Hats, were 40c to 60c; choice Monday, 25c, Infants' White Muslin Dresses, were \$1.50; a counter full, \$1.25 and \$1.50 each, The Muslin Dresses that were \$2 and \$3 will be sold for 98c, Infants' Fine, Well Made Nainsook Dresses and Slips, were up to 60c, are 20c and 25c, A table full of Infants' White Caps; take any that have been up to 75c for 35c, Take any Cap that has been up to \$3 for \$1.50, The whole stock of Infants' Wear is marked just like that.

Corsets Reduced

Your choice of Summer Corsets, are 50c; some have been 60c, others 75c, some were 80c; they include girlish and summer corsets of every description.

The Art Department

FROM NOW UNTIL OCTOBER 1st WILL DO STAMPING FOR HALF PRICES. There is no exception; every new pattern for every use will be included. In this department Monday hand drawn Mexican scarfs and center pieces for half price, 75c to 98c, Lot of Applique Scarfs and Shams, some 32 dozen, at 25c each, 66 dozen for 48c; less than half their cost, Lot of Wash Embroidery Silk, all colors, usual 40c dozen, for 20c a skein.

We Make a Perfect Skirt

to your measure, and guarantee perfect satisfaction. Our prices are moderate.

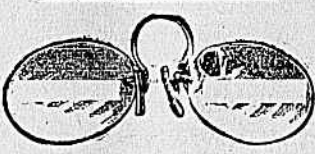
Third Floor.

Hurrah! Sale for the Boys

Most beautiful and latest style Wash Suits; hundreds of handsome white ones, New White Suits from 45c to \$2.25; prices have been 70c to \$4.25, New Canvas Caps and Hats, 10c and 25c, Boys' Waists and Trousers, 12 1-2c each.

50 Per Cent. Reduction

On Optical Goods



\$2.50 Gold Filled Rimless Eyeglasses, with lenses to fit your eyes, for \$1.25, \$1 Gold Alloy Eyeglasses or Spectacles—lenses crystal lenses—50c, \$1 Rimless Eyeglasses, with periscope crystal lenses, nickel nose piece and cork guards, for 45c, 25c Steel Spectacles, 15c, Eyes tested free by a graduate optician. All repairs work done quickly and at a big reduction from usual charges.

A Warehouse Full of

Hosiery

The closing prices, owing to the immense stock on hand, will be below any we have ever made in all our past.

Women's Black Lace Lisle Stockings, imported, full regular made, for 10c a pair, Lot of Fine Sample Stockings, in black and colors, including embroidered ones, up to 60c value, for 25c, Women's Lace Stockings, 12 1-2c, including white, black and embroidered ones; also plain tan gauze, any for 12 1-2c.

About 500 pairs of Misses Lace Stockings—to size 8 1-2—the best 30c values, for 12 1-2c a pair, WOMEN'S 60c, ALLOVER LACE STOCKINGS, in black or white; they came in too late for this season's sale; we'll sell them Monday for 35c a pair.

Demorest Paper Patterns

are the correct ones. There can be no mistake in following them, as they allow for seams in every instance. The price is 10c.

Black and Colored

Dress Goods

for fall use. The present stock on hand for almost one-half what they were bought to sell for.

Colored Goods

\$1 and \$1.25 Self-colored Bourette and Plain Voiles, 41 inches wide, 50c a yard, 36 Inch Mohair Brilliantine, regular price 60c, now 30c a yard, 44 Inch Tucked Voile (cream only), price heretofore \$1.25, now 50c a yard, Melange Mohair, 44 inches wide, regular price 80c; now, 60c a yard.

Black Goods

Silk Warp Taffeta Cloth, 46 inches wide, best \$1.25 fabric; special at 70c a yard, Silk Crepe Voile, one of the finest 1 1-2c goods, is 75c, Full 46 Inch Wide Sicilian, that sold at 80c, is 60c, 80c Black Tarnise, 41 inches wide; special price, 60c.

An Umbrella Maker's

End of the Season

This circumstance will make a \$2 Tape Edge Silver Trimmed Umbrella 95c.

Another special price—Taffeta Silk Umbrellas, with fancy borders, values to \$2.50, for \$1.38.

All the Parasols will be found at a closing out price of sixty cents on the dollar.

THE BARGAIN BASEMENT CLOSING SALE

The largest stock ever accumulated is offered at prices to close for the season. Thousands and thousands of yards will be streaming from the basement Monday. We have no further use for the goods.

12 1-2c to 25c MADRAS GINGHAM, the best quality made at these prices, will be sold Monday, 3,000 yards, at 5 1-2c a yard, 16c Crepe Cloths, embroidered or plain, in white and black, pink and other colors, for 4 3-4c, Prettiest 12 1-2c Batiste for 6 3-4c, 44 Androsogian Cotton, 5 3-4c, 12 1-2c Best Quality Cambric, 8 3-4c, 44 Sea Island Percales, instead of 12 1-2c, will be 6 1-2c, Madras Sulting that you paid 25c for, this season are 9 3-4c, Real Shrunken White Sulting—full yard wide—will be 12 1-2c, Best 1c Plaided Batiste, in black or light grounds, 5 1-2c, Best 1 1-4c Shirting Prints, 4 3-4c.

MAKE YOUR BED QUILTS—A whole counter full of materials to be sold for 3 3-4c a yard Monday.

You will pay 6 1-4c this fall for the same, Indigo Prints, in white stripes and figures, we are now selling at 3 1-2c.

You'll pay 5c for the same Grey Mourning Prints that we now sell for 4 3-4c.

You'll pay 10c for the Best and Most Substantial Dress Gingham, which we are now selling for 6 3-4c.

Chambray Prints, always 8c; they came in the most beautiful colors and designs and make the prettiest wrappers and children's dresses; the price now is 4 3-4c.

1 1-8 Yard Wide Fine Brown Muslin, sells usually for 7c, will be sold Monday for 4 1-2c.

Light Weight Fine Brown Cotton for 2 1-2c a yard.

Twilled Draperies for furniture covering and other purposes; more than 2,000 yards, various designs, instead of 10c, for 6 3-4c.

The same Mercerized Foulards that everybody else has been selling for 15c all the season—in mill ends—several thousand yards at 5 1-2c a yard.

The 6 1-4 Bleached Pillow Cot on, that sells at all times at 16 2-3c, will be sold for 10c a yard, Bleached Sheetling that sells at other times for 35c will be sold for 10 2-3c.

25c Wash Chiffon, 12 1-2c

1,700 yards Sheer Wash Chiffons, 1 1-4 yards wide, values to 25c, for 12 1-2c a yard.

India Linens, 40 inches wide, values to 16c, for 10c, Sheer India Linens, Persian Lawns and Dimities, Full Size, 12 1-2c to 16 2-3c grades, 7 1-2c, Yard Wide India Linens, 3 3-4c.

Women's 10c Vests, 4c

Women's large size Bleached Ribbed Vests, 4c. There are 300 dozen in the lot—the run of the mill—unfinished neck and arms makes these 10c and 12 1-2c garments 4c.

30c Laced Yoke Vests, full trimmed, 10c, Full Trimmed 10c and 12 1-2c Vests, 7c, Extra Size 15c Vests, 10c, Regular and Extra Size Bleached Ribbed Pants, lace trimmed, 25c.

50c Corset Covers, 25c

Corset Covers at 25c—25 dozen lace and embroidery trimmed, in low, round neck, trimmed back and front, values to 50c, in all sizes.

Drawers at 10c—The best that have ever sold at 25c to 30c, Gowns at 48c—Some 30 in the lot, in several styles cambric or nainsook, all neatly trimmed and well made.

Gowns at 48c—The usual price is 60c and 65c, Full Length Skirts 44c—The regular 60c ones, Corset Covers 10c—Regular 25c to 35c value.

July Sale of Bedding

Linen Finished Bleached Sheets, 9 1-2 size, 50c, Hemstitched Sheets—double bed size—50c, Single Bed Sheets, 30c, Full Size Pillow Cases, well made, good grade (cotton), 8c, Extra Large Size Pillow Cases, worth to 15c, several sizes and grades; your choice of 10c lot, 12 1-2c, 64x38 Pillow Cases, the always 30c grade, are 20c.

33.00 Imported Marseilles Quilts—some are satin finished—plain hemmed or fringed; each, \$2.50, \$2.25 Extra Heavy Crochet Quilt, Marseilles centers, \$1.00, Crochet and Honeycomb Quilts, fancy figured design, made to retail for \$2; these for \$1.10, \$1 Crochet Quilts, medium weight, 75c, Usual 75c Quilts, 50c.

10c—3 Inch Glass Flower Vases, 45c—Cyanized Iron Wash Tubs, 85c—9 Quart Maslin Preserver Kettles, 25c—Loaded Bottom Neck of Cuspidors, 9c each—Round Nickel Trays, 15c a dozen—50c Nickel Tea Spoons, Table Spoons to match, 25c a dozen, \$2.25 a dozen—Rogers Silver Tea Spoons, 10c each—A lot of Quadruple Plate Silver Butter Knives, 9c each—Silver Sugar Shells, \$2.50—8 Quart Gem Ice Cream Freezer.

Houseware Greatly Reduced

10c—3 Inch Glass Flower Vases, 45c—Cyanized Iron Wash Tubs, 85c—9 Quart Maslin Preserver Kettles, 25c—Loaded Bottom Neck of Cuspidors, 9c each—Round Nickel Trays, 15c a dozen—50c Nickel Tea Spoons, Table Spoons to match, 25c a dozen, \$2.25 a dozen—Rogers Silver Tea Spoons, 10c each—A lot of Quadruple Plate Silver Butter Knives, 9c each—Silver Sugar Shells, \$2.50—8 Quart Gem Ice Cream Freezer.

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Mid-Summer Notion Sale

We have nearly \$10,000 worth of notions. Entirely too many. In addition to stock reduction there are many short lots which will be closed out below cost. Most of the items we cannot duplicate at these prices, and it will pay you not to delay, although we try not to advertise anything that will not last through the day.

10 GROSS DRESS SHIELDS, made to sell at 25c and 30c, Nos. 3 and 4; maker withholds his name; special, 10c a pair, Mercerized Embroidery Cotton, all colors; 3 spoons, 8c, Bone Collar Buttons, 2c a dozen, Agate Buttons, every size, 5c a carl, 4-4, 5-4 and 6-4 Heavy Tubular Shoe Laces, 10c kind, for 4c a dozen, 100 Large Hair Pin Cabinet, 5c, 50 Wooden Hair Pin Cabinet, 3c, De Long's Hooks and Eyes—every kind made—regular 10c ones, 6c a carl, 3c, Black Mourning Pins, usually 3c; special, 3 boxes, 5c, Pin Cubes, black and assorted colors, 5c each, Black and Colored Spool Silk, 2c, Foundation Collars, 1c each, 5c Winding Tape Measures, 3c, Pearl Shirt Buttons, plain and fancy, worth 5c, for 2c a dozen, All Sizes Kid Cutlers, 8c and 10c ones, 5c a dozen, Smith Needles, all sizes, 3c a paper, 6 Yard White Binding, always 5c, for 3c a bunch, Clark's O. N. T. Darning Cotton, black, white and colors; 2 spoons, 5c, Velvet Grip Pad Front Hose Supporters, all colors, worth 35c; for 25c a pair.

10 Inch Hat Pins, worth 25c, for 10c a dozen, White Shoe Polish, 5c a bottle, 3 papers of Good Hair Pins, 1c, 600 dozen Basting Cotton, all numbers, 1c a spool, Regular 20c Honeycomb Garter Elastic; special, 10c a yard, Good Gold Eye Needles, 1c a paper, Monarch Linen Finish Thread, 2c a spool, Sanitary Towels, a box of six, worth 30c, for 25c, 20 bunches Regular 10c and 12 1-2c Colored Heading, all 6 yard pieces; special price, 5c a bunch, Pearl Head Pins, 5c a dozen, Aluminum Thimbles, 2 for 1c, English Pins, 40c to a paper, 2c, Invisible Hair Pins, 2 papers, 1c, King's Machine Thread, 3 spoons, 5c, Combination Needle Books, consisting of 4 papers needles, black and white pins, and 6 bodkins; all for 5c, All Shades Carpet Thread, 2c a skein, Children's 10c Black Hose Supporters (damaged), 2c, Ready-made Wash Rags, 3c, Lead Pencils, 8c a dozen, Velvet Grip Hose Supporters, all sizes, 10c a pair.

The Best Ribbons, Underpriced

We mean the season's best sellers, and the price reduction is rather remarkable. The only reason is we have too many, because we cannot buy some of them wholesale, at these prices:

6 Inch New Warp Print Ribbons, all combinations, made to sell at 65c; special price is 30c a yard, Another lot of 3 Inch Taffeta Ribbons, in white, pink, blue, black, Nile and lavender, a bargain at 10c; special, 7c a yard, New Print Warp Taffeta Ribbons, in all colors; it's a great ribbon at 30c; our price now, 20c a yard, 3 1-2 Inch Black Ribbons; special price, 5c a yard, 6 Inch Taffeta Ribbons, a special 50c value, at 10c a yard, Mill End lot of Taffeta, Louisines and Double Face Satin Ribbons, worth 10c, 25c and 30c, for 12 1-2c a yard.

Resources of the Lace Stock

Are almost beyond description. The stocks came from the European markets direct to Cohen's. The prices were half of the ordinary values. This now is closing time:

SOME 500 PIECES OF FANCY TRIMMING LACES, INSERTINGS AND EDGES that sold to 25c a yard, including Platt and Normandy Vals, the closing out price has been made to us so that we can sell them at 5c a yard.

ALL THESE VAL LACES that you have bought all season at 65c, 75c, 85c and \$1 will be found on sale—a counterful—at 50c a dozen.

ALL THE VAL LACES that have sold for 35c, 40c and up to 50c, choice Monday, 25c a dozen.

AMONG THE USEFUL LACES will be Alsace Torchon Laces, in widths and qualities that usually sell 5c to 10c, for 3c a yard. You may call for any kind of laces and find them at July prices.

Silks That Have to Be Sold

Twenty-eight pieces of Black Taffetas, Fancy Dress Silks, Crepe de Chine and many other Silks will be sold Monday, regardless of their original cost. They are all of the most superior make and are accompanied with out usual guarantee.

13.30 Black Taffeta, full 36 inches wide Lyons dye—will be \$1 a yard, Best 50c Black Taffeta, full 36 inches, fine luster, 57c a yard, Yard Wide Black Skirting Taffeta, \$1.19 grade, 75c, 60 yards Black Chiffon Finish Taffeta, soft and lustrous, 50c a yard, Lyons Black Chiffon Taffeta—27 inches wide—always heretofore \$1.19, special, 75c, All the Grenadine in black, some black with white, that sold from \$2.50 to \$3.25, full double width, \$1.25 a yard, All the 60c and 65c Fancy Silks—this

season's newest effects—to be closed out, 35c a yard, Near a Yard Wide Chiffon Taffeta, in plain and colored grounds, in dots and figures, with contrasting shades, has been \$1.25; will be 60c a yard, All the Satin Foulards and New Chiffons that have been 50c and 60c, will be sold for 30c a yard, 11 pieces of Black Louisiana Silks, highest luster, to be sold at 50c a yard, Also a lot of Black or White India China Silks and hundreds of others for 35c and 40c; we paid, in order to reduce the stock.

An Outlet to the Men

One of the enormous stock of furnishings collected here and left over will be on sale Monday.

Negligee Shirts that are worth 50c for 15c.

All the White and Colored Negligee Shirts, up to 75c, will be 45c each, \$1 and \$1.25 Negligee Shirts, white and colors, 50c and 65c, 25c Balbriggan Underwear, 15c.

Men's Gauze Lisle Underwear, was \$1, for 60c, All the Gauze Lisle Underwear, was \$1, for 60c, All the 25c Neckwear, in four-in-hand, string and shield bows, will be 10c and 15c each, All the 25c Half Hose are 15c and 18c a pair; and so for the rest.

Selling Time on Third Floor

About 200 rolls of various kinds of carpets brought over from last season have been taken out fresh from our warehouse. We mark the prices to close before new ones are shown.

90c Brussels Carpets are now 60c, \$1.25 Wilton Velvet Carpets are now 80c, \$1.50 Axminster Carpets are now 90c.